



## **East Isles NRP Phase II Action Plan**

Approved by the EIRA Board of Directors March 1, 2011

Approved by the East Isles Neighborhood on April 5, 2011

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## Neighborhood Profile

East Isles neighborhood is located on the east side of Lake of the Isles, in the Minneapolis Chain of Lakes area. The neighborhood extends from 22<sup>nd</sup> Street to Lake Street and from Hennepin Avenue to Lake of the Isles. The neighborhood's name reflects the small isles in the lake. Lake of the Isles with Lake Calhoun is one of the most popular recreational destinations in Minneapolis. The Midtown Greenway, a converted railroad line featuring bike and walking paths, runs through the southern part of the neighborhood and connects it with Hiawatha Avenue on the east and the city limits on the west.

Lake of the Isles is part of Minneapolis' Chain of Lakes. It has a channel connected to Lake Calhoun and also connects to Kenilworth Lagoon, which leads to Cedar Lake. Lake of the Isles has more than seven acres of designated wetland.

A wide variety of amenities are located in and around East Isles including shops, restaurants, movie theaters, coffee shops and grocery stores. The housing mix includes apartment buildings, town homes, condos, duplexes and single-family homes. 63% of residential structures were built prior to 1920.

The following demographic information regarding the East Isles neighborhood was taken from the City of Minneapolis website (with sources cited as Minneapolis Community Planning and Economic Development with data from the 2000 U.S. Census):

- There were 3,340 persons living in East Isles in 2000. Of this population, 92% were White, 2% Asian, 2% Hispanic, 2% Black, and 2% listed as American Indian or other. Of the 3,340 residents, the largest age group is the 25-44 year-olds, with 50% of the population. The percentage of the other age groups was as follows: 9% age 0-19, 50% age 20-34, 31% age 35-59, and 5% age 60-74, 5% age 65 or older.
- There were 1,984 occupied housing units in the East Isles neighborhood and 44 vacant housing units in 2000. Of the occupied housing units, 66% were renter occupied and 34% owner occupied.
- The median household income (in 1999 dollars) was \$46,000 for East Isles households (\$8,000 more than that for the city of Minneapolis).

## East Isles NRP Planning Process

### Phase I

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1999	East Isles Phase I Action Plan approved by neighborhood, NRP Policy Board and City Council.
2005	Random sample survey conducted gather feedback on Phase I.
2009	Strategy-by-strategy assessment of Phase I.
January 2010	NRP Phase I plan review submitted.

### Phase II

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Spring 2010	Begin planning for Phase II.
Summer 2010	East Isles NRP Steering Committee begins meeting on an ad hoc basis. Outreach to the neighborhood begins to encourage ideas and participation.
August 2010	East Isles Phase II Participation Agreement approved.
September 2010	Survey sent to every address in East Isles (2,016 addresses in East Isles including residential and businesses) to determine funding priorities. 194 surveys were returned (9.6% return rate).
October 2010	Steering Committee members formally elected by neighborhood.
Fall 2010	Survey results reviewed and began drafting the Phase II Action Plan.
March 2011	Phase II Action Plan presented to the East Isles Residents' Association Board of Directors for approval.

### East Isles NRP Steering Committee Members

Jerome Ryan, Chair, Betsy Allis, Judy Enenstein, Harvey Ettinger, Nancy Johnston, Nate Maschke, Dan McLaughlin and NRP Consultant Monica Smith

### East Isles Residents' Association Board of Directors (as of March 2011)

Jane Schommer (President), Al Rodriquez (Treasurer), Helen Ackerman, Rosita Acosta, Ginna Portman Amis, Sue Durfee, Harvey Ettinger, Tina Frontera, Rose Matthys, Peter Levine, Michael T'Kach and Shotsie Forsythe (Alternate)

## East Isles NRP Phase II Budget Summary: Total Allocation \$387,253

Strategy	Allocation	% of Total
<b>HOUSING <sup>1</sup></b>		
1.1.1. Residential Loan Program	\$110,000 <sup>2</sup>	
1.2.1. Home Security Lighting Grants	\$15,000	
2.1.1. Affordable Housing Loan Program	\$110,000 <sup>2</sup>	
2.2.1. Support for The Bridge for Youth	\$27,000 <sup>3</sup>	
<b>Total Housing Allocation</b>	<b>\$262,000</b>	67.66%
<b>CRIME AND SAFETY</b>		
3.1.1. Home Security Lighting Grants	See Housing	
3.2.1. Lighting for Midtown Greenway and Other Public Spaces	\$20,000	
3.3.1. Crime Prevention Activities	\$3,000	
<b>Total Crime and Safety Allocation</b>	<b>\$23,000</b>	5.94%
<b>COMMUNITY BUILDING AND SERVICES</b>		
4.1.1. Increase Communication with Residents	\$10,800	
4.2.1. Community Building Activities	\$3,000	
5.1.1. Services for Seniors and Residents in Need	\$4,000	
<b>Total Community Building and Services Allocation</b>	<b>\$17,800</b>	4.6%
<b>ENVIRONMENT</b>		
6.1.1. Establish East Isles Green Team	TBD <sup>4</sup>	
6.1.2. Sustainable Practices	\$10,000	
<b>Total Environment Allocation</b>	<b>\$10,000</b>	2.58%
<b>PARKLAND</b>		
7.1.1. Replace Diseased or Threatened Trees	\$17,000	
7.2.1. Initiate Improvements to The Mall/Greenway Green Space	\$21,000	
7.3.1. Support Renovation of Triangle Park	TBD <sup>4</sup>	
7.4.1. Improve Lake of the Isles and Other Public Space	TBD <sup>4</sup>	
<b>Total Parkland Allocation</b>	<b>\$38,000</b>	9.81%
<b>IMPLEMENTATION</b>		
8.1.1. Support to Plan and Implement NRP Phase II	\$36,453	
<b>Total Implementation Allocation</b>	<b>\$36,453</b>	9.41%
<b>TOTAL EAST ISLES PHASE II ALLOCATION</b>	<b>\$387,253</b>	
2.2.1. The Bridge: Affordable Housing Reserve Fund	\$500,000 <sup>3</sup>	

<sup>1</sup> 70% of allocation require to be housing initiatives (a percentage of the Implementation budget counts toward housing dollars)

<sup>2</sup> When loans are repaid, the revenue will be reinvested in East Isles NRP initiatives

<sup>3</sup> In 2005, EIRA supported a \$500,000 Affordable Housing Reserve Fund grant for The Bridge (money did not come out of East Isles NRP allocation).

<sup>4</sup> Budget to be determined. Funds to be allocated as needed and available.

## Goal 1: Increase the sense of pride in our community by improving and maintaining the housing stock in East Isles.

**Objective 1:** Improve and maintain the housing stock in East Isles.

**Strategy 1:** Improve and maintain neighborhood appearance by establishing a revolving, below-market interest rate loan program for residential property improvements for energy efficiency upgrades and/or for improvements made to the exterior appearance of residential structures.

### Description

East Isles will provide below-market interest rate home improvement loans for energy efficiency upgrades (such as weatherization and improvements to heating and cooling systems) and projects that rehabilitate and/or upgrade the exterior of an existing residential structure. Loans will range between \$2,500 and \$10,000 per property.

Available to residential properties with four or fewer dwelling units. Property owners are eligible for more than one loan per property as long as the previous East Isles loan on that property has been completely paid off.

East Isles and its housing administrator will develop specific guidelines. Eligible applicants and improvements will be determined annually.

If the total amount available has not been loaned within one year, the committee may decide to open the loan pool to one or more other neighborhoods or to a citywide program.

East Isles will have the discretion to use revenue generated from this program for reinvestment in this or other neighborhood programs.

### Stakeholders

- Residential property owners
- East Isles NRP Housing Committee
- East Isles NRP Consultant
- City of Minneapolis
- Third Party Housing administrator

### Budget

NRP Phase II                      \$110,000

**Objective 2:** Improve the security of residential property.

**Strategy 1:** Support improvements to home security through exterior lighting rebates.

### Description

East Isles will subsidize (with rebates) the purchase and installation of exterior lighting for doorways of residential properties and for fixtures on garages for lighting yards and alleys, in order to increase safety. Fixtures with motion detectors or dusk to dawn sensors are recommended. Fixtures that are energy efficient and direct light downward to reduce light pollution and glare are strongly encouraged. Rebates will also apply to replacing existing fixtures with energy efficient models. Grants amount up to \$250.

### Stakeholders

- Residential property owners
- East Isles Crime & Safety Committee

### Budget

NRP Phase II                      \$15,000

## Goal 2: Assist in increasing affordable housing within the City of Minneapolis and support non-profit housing projects in East Isles.

**Objective 1:** Support affordable housing within Minneapolis by providing loans for housing development and construction.

**Strategy 1:** Provide development and construction loans to a proven organization that is actively developing affordable housing in Minneapolis.

### Description

Provide low interest loans for development of affordable housing in Minneapolis.

When loans are repaid, the revenue generated may be reinvested in this or other strategies.

### Stakeholders

- East Isles NRP Housing Committee
- East Isles NRP Consultant
- City of Minneapolis
- Third Party administrator such as Non-profit Assistance Fund

### Budget

NRP Phase II	\$110,000
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**Objective 2:** Support established, effective non-profit housing projects in our neighborhood.

**Strategy 1:** Support the development of a transitional housing project for youth age 16-21 at The Bridge for Youth.

### Description

Support the development of a transitional housing project for youth age 16-21 at 2209 Emerson Ave South.

In 2005, East Isles Residents Association supported an application by The Bridge for Runaway Youth for \$500,000 of NRP Phase II Affordable Housing Reserve Funds (AHRF).<sup>\*</sup> Using AHRF funds, The Bridge developed a site at 2209 Emerson Ave So in the East Isles neighborhood for a transitional housing project for youth age 16-21 who are homeless, have aged out of foster care or other juvenile systems, or have special needs.

EIRA will provide up to \$27,000 of East Isles Phase II NRP funds to support additional capital improvements at the Bridge.

### Stakeholders

- East Isles NRP Housing Committee
- The Bridge for Youth
- City of Minneapolis

### Budget

AHRF	\$500,000*
NRP Phase II	\$27,000
Total:	\$527,000*

<sup>\*</sup>\$500,000 is not counted in East Isles Phase II allocation. The funds did not come out of EIRA's allocation nor did these funds run through EIRA's books.

## Goal 3: Increase safety and prevent crime in East Isles.

**Objective 1:** Improve the security of residential property (see Housing Goal 1, Objective 2 for details and budget).

**Objective 2:** Improve livability of neighborhood by making the Midtown Greenway and other public spaces within East Isles safer for walking/bicycling.

**Strategy 1:** Support the installation of light fixtures and traffic safety on the Greenway and/or in other public spaces within East Isles. Energy efficient lighting is preferred.

### Description

Midtown Greenway policy calls for lighting fixtures every 90 feet. However, there are no lights at present between Irving and James. Lighting needs will be assessed by neighborhood walk/drive through.

Traffic calming techniques will be utilized to ensure safety.

### Stakeholders

- East Isles Crime and Safety Committee
- Midtown Greenway Coalition
- Hennepin County
- Minneapolis Park and Recreation Board
- City of Minneapolis

### Budget

NRP Phase II                      \$20,000

**Objective 3:** Improve neighborhood and individual safety by teaching and implementing crime prevention strategies and promoting block clubs.

**Strategy 1:** Increase participation in crime prevention activities.

### Description

East Isles will work to improve neighborhood safety by partnering with Minneapolis Police Crime Prevention Specialists to support block clubs and provide seminars on relevant topics. We will promote Lakes Area Crime and Safety Committee activities. Promote and subsidize graffiti prevention and elimination.

### Stakeholders

- Lakes Area Crime and Safety Committee
- East Isles Crime and Safety Committee
- Minneapolis Police

### Budget

NRP Phase II                      \$3,000

## Community Building and Services

\$17,800

### Goal 4: Increase community building within the East Isles neighborhood.

#### Objective 1: Increase communication with East Isles residents.

**Strategy 1:** Communicate with residents through local media, Web-based applications and U.S. mail.

##### Description

- Support the Hill & Lake Press by submitting advertising for each issue of the newspaper to promote community events as well as making an annual donation to maintain the viability of this valued resource.  
Encourage board members and residents to submit articles of interest to the Hill & Lake Press.
- Maintain a website for the East Isles neighborhood. Continue monthly e-communication with neighborhood by using an e-mail marketing service.
- In an effort to reach out to residents who do not use the Internet as a primary means of receiving information, East Isles will communicate with residents via the U.S. Mail.

##### Stakeholders

- Hill and Lake Press
- Website design and hosting service
- Email marketing service
- Printing and mail house services
- NRP Coordinator

##### Budget

NRP Phase II                      \$10,800

#### Objective 2: Encourage community-building activities through social events in the neighborhood.

**Strategy 1:** Provide opportunities for residents to gather in social settings to encourage relationship building within the neighborhood.

##### Description

Continue to support community events such as the annual Ice Skating Social, Ice Cream Social and Palio. Organize, promote, and support new community-building events, such neighborhood-wide garage sales and garden tours.

##### Stakeholders

- East Isles Social Committee
- NRP Coordinator

##### Budget

NRP Phase II                      \$3,000



## Goal 5: Provide services to assist seniors and residents in need.

**Objective 1:** Allow seniors and residents in need to stay in their homes and apartments.

**Strategy 1:** Provide support for agencies that offer services to East Isles residents to maintain independent living.

### Description

Connect East Isles seniors and other residents in need with social services agencies. Provide reimbursement for services.

### Stakeholders

- East Isles residents
- Service agency such as Neighborhood Involvement Program
- NRP Coordinator

### Budget

NRP Phase II	\$4,000
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**Goal 6: Improve the quality of the environment in East Isles.**

**Objective 1:** Engage East Isles residents in learning about and adopting practices that support environmental health and sustainable homes and community.

**Strategy 1:** Build an East Isles Green Team to initiate and coordinate sustainability efforts in our community.

**Description**

- a. Confer with environmental leaders of ECCO, Linden Hills and other Minneapolis communities to identify how to best create and structure an East Isles Green Team.
- b. Recruit a Green Team of East Isles residents to lead an effort to create a green vision and a plan for achieving this vision for our neighborhood. The Green Team would also take a leadership role in advancing strategies #2.

**Stakeholders**

- East Isles residents
- Partnering neighborhoods

**Budget**

NRP Phase II: Funds to be allocated as needed & available

**Strategy 2:** Help East Isles residents to embrace sustainable practices that safeguard the health of our human family and larger living world.

**Description**

- a. Facilitate resident's efforts to increase their household energy efficiency in follow up to their participation in Community Energy Services (CES) workshop. Follow up actions include energy audits and implementation of audit recommendations.
- b. Engage EIRA residents in learning about and adopting sustainable practices in at least three of these eight areas:
  - a. Food
  - b. Maintaining our homes and lawns
  - c. Recycling and waste disposal
  - d. Water quality and conservation
  - e. Air quality
  - f. Sustainable transportation
  - g. Energy conservation/efficiency
  - h. Maintaining our community
- c. Develop/sponsor a program to achieve above in partnership with various community organizations. May include home audits, how-to workshops, onsite demonstrations, brown bag gatherings, webinars, special community-wide events (e.g., for clean-up, planting), and special purchase programs.
- d. Develop and implement strategies to promote participation, and goal achievement.
- e. Create and implement an evaluation strategy to determine program effectiveness.

**Stakeholders**

- East Isles residents
- Partnering non-profit environmental agencies such as CEE, Gardening Matters, Metro Blooms to support educational events
- Local facilities to provide meeting space

**Budget**

NRP Phase II                      \$10,000

<p><i>Description continued from previous page</i></p> <p>f. To encourage property owners within the neighborhood to think about environmentally friendly and sustainable ways to improve their homes, East Isles will establish a matching grant program (providing one dollar for every two dollars invested by the property owner) for green property improvements, such as rain gardens and the removal/decrease of impervious surfaces.</p>	
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## Public Land

**\$38,000**

### Goal 7: Improve the quality of public land in the East Isles neighborhood.

**Objective 1:** Maintain the health of the natural landscape in the East Isles neighborhood.

**Strategy 1:** Expedite the replacement of diseased or threatened trees along residential streets.

#### Description

East Isles will partner with the Minneapolis Park and Recreation Board (MPRB) to remove and replace diseased or threatened trees along the residential boulevards in East Isles.

East Isles NRP will assist the MPRB in a survey of all Ash trees along the boulevard of East Isles residences. The Department of Agriculture has previously provided grants to remove and replace Ash trees. The MPRB is awaiting a grant for 2011. If grants are not available, then NRP will subsidize boulevard tree removal and replacement.

#### Stakeholders

- East Isles residents
- Minneapolis Park and Recreation Board
- Department of Agriculture
- Tree Trust

#### Budget

NRP Phase II                      \$17,000

**Objective 2:** Initiate improvements to The Mall/Greenway landscape.

**Strategy 1:** Enhance the public space on The Mall and area adjacent to the Midtown Greenway.

#### Description

- The evergreens along the south side of the Midtown Greenway (north of The Mall) were severely decimated by drought several years ago. East Isles will create a reforestation plan to replace evergreens with canopy trees to improve sight lines, safety and other improvements.
- Add additional trees to The Mall where diseased trees were previously removed.
- Partner with organizations to fund the removal and replacement of park benches along The Mall to enhance the public space.

#### Stakeholders

- Hennepin Country Regional Railroad Authority
- Minneapolis Park and Recreation Board
- Midtown Greenway Coalition
- Uptown Association
- Uptown Art Fair
- City of Lakes Loppet
- Tree Trust
- People for Parks
- East Isles residents

#### Budget

NRP Phase II                      \$21,000

**Objective 3: Support the renovation of Joanne Levin Triangle Park.**

**Strategy 1:** Partner with the Minneapolis Park and Recreation Board (MPRB) on the renovation of Joanne Levin Triangle Park.

**Description**

Joanne Levin Triangle Park is slated for a renovation by the MPRB. East Isles will use NRP funds to supplement where MPRB's budget may fall short. NRP funds to be used for additional landscaping, equipment, etc.

**Stakeholders**

- Minneapolis Park and Recreation Board
- Tree Trust

**Budget**

NRP Phase II: Funds to be allocated as needed & available

**Objective 4: Improve public spaces in the neighborhood such as Lake of Isles Regional Park.**

**Strategy 1:** Work with partners such as the Minneapolis Park and Recreation Board to improve public spaces within the neighborhood such as Lake of the Isles.

**Description**

Identify areas within public land that need improvements and partner with other organizations to implement improvements.

**Stakeholders**

- Minneapolis Park and Recreation Board
- People for Parks
- Tree Trust
- Other environmental non-profits working

**Budget**

NRP Phase II: Funds to be allocated as needed & available

**Goal 8: Plan and implement the East Isles Phase II plan in a timely and efficient manner.****Objective 1:** Provide the support necessary to plan and implement the East Isles Phase II plan.**Strategy 1:** Provide staff and administrative support for planning and implementation of the East Isles Phase II plan.**Description**

Carry out the administrative and organizational tasks necessary to plan and implement the East Isles Phase II plan. To include operating expenses such as supplies, storage rental, printing and postage.

**Stakeholders**

- East Isles residents
- East Isles NRP Consultant

**Budget**

Phase II Early Access	\$25,000*
NRP Phase II	\$11,453
Total	\$36,453

\*Phase II Early Access funds were made available to East Isles to plan for Phase II. Expenses included staff time, advertising, outreach, costs to produce survey, etc. Unused expenses can roll into implementation of Phase II or to other strategies as needed.